

# QUARTERLY REPORT FIRST QUARTER – 2005

January 1, 2005 through March 31, 2005

**VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:**

## 1. GROWTH

**Growth** within the Las Vegas Valley continues to be a concern. Recent **construction** projects in our area roads are intended to alleviate the growing amount of traffic in our area. Other alternate forms of **transportation** such as the Las Vegas Monorail have not lived up to expectations. As more and more people come to our area and more residential projects are approved, some residents are discussing the possibility of **over population**. With the additional population comes concern about the availability of natural resources. The combination of drought and rapid growth has lead to a **water shortage** and a reduction in water **quality**.

## 2. EDUCATION

**Education** still remains an issue for the entire community. Along with the basic educational concerns involving **test scores** and class works, renewed **safety** concerns for students and their **teen driving skills** is being addressed. **School activities** and new school programs are always a concern as they help keep positive activities in their daily routine.

## 3. CRIME

**Crime** is a major concern for citizens of Las Vegas. The free spirit atmosphere of Las Vegas has lead to an increase in **drugs** and **alcohol**. This combination has led to a stark increase in **DUI-related** arrests by **Safety and Law enforcement**. Residents are looking to secure **personal home safety** due to an increase in home invasions. These invasions and other local crimes have many residents concerned about the amount of **violence** our community is experiencing.

## 4. LIFESTYLES

Southern Nevadans enjoy the **lifestyles** our area offers. People are concerned with **health and medical care**, in staying healthy and finding doctors. Las Vegans are looking forward to the 2005 **Centennial Celebration**- preparing for it and receiving positive national and international recognition. People enjoy **gambling** and going to **casinos** for gaming, food and entertainment. Sports enthusiasts enjoy participating and watching **sporting activities**. People enjoy their families, but are concerned about **family issues** they face daily. **Animals** are important to our viewers.

## 5. ECONOMICS

It is not only something our community is concerned with, but the nation as well—rising **vehicle gas prices**. **Money issues** are always top of mind for most residents, and rising gas prices does not help in the pocket book. As the **legislature** continues to meet, the rising **cost of living** in Nevada is one topic they plan to discuss. Our local economy is fortunate to have **tourism**, a source of statewide income that is constant.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: *January 17-23, 2005, February 15-20, 2005 and March 7-13, 2005.*

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (5) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (6) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (7) [WWW.KVBC.COM](http://www.kvbc.com), OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

**VALLEY BROADCASTING COMPANY  
ISSUES OF CONCERN RESPONSIVE TO  
THE PROBLEMS, NEEDS AND INTERESTS  
OF CHILDREN 16 YEARS OLD AND UNDER  
IN THE SOUTHERN NEVADA AREA  
FOR THE FIRST QUARTER 2005**

**January 1, 2005 through March 31, 2005**

**1. STRESS**

**Stress** due to school work and trying to fit in with friends, as well as family pressure can lead to problems with **alcohol, drugs, and smoking**. The impact of **peer pressure**, both positive and negative, continues to be a concern in our community. Children have continually expressed concern about the pressure to have sex and the fear of unwanted **pregnancy**. **Friends** seem to drive this pressure in children, and have a big impact on the decisions they make.

**2. SCHOOL**

As we are now well into the school year, the issues students face daily are varied from **bullying** involving other students to the pressure of **homework** and personal performance in school. **School activities** continue to be a part of the school experience that students enjoy while helping to steer them towards a positive lifestyle.

**3. FEARS**

Children in our area express **fears** about many aspects of their lives. Children are concerned about their own and their family's **personal safety**. They are specifically worried about **peer pressure** and **gangs, guns, and violence** in their schools as well as their neighborhoods.

**4. ACTIVITIES**

Our valley is great at providing indoor and outdoor **sport activities** for kids. Whether it be through the local **Community Parks and Recreation** centers, church organizations or other outreach programs for kids; there are options out there. Kids continue to say they enjoy time on their **computers**, especially video games and **television** is a mainstay for entertainment as well.

**VALLEY BROADCASTING COMPANY**  
**QUARTERLY REPORT**  
**1ST QUARTER, 2005**

IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.